

INTISARI

Penelitian ini bertujuan untuk menganalisis pengaruh citra merek, persepsi harga, distribusi, dan daya tarik iklan terhadap kepuasan konsumen melalui keputusan pembelian sebagai pemediasi pada produk makanan kucing Whiskas. Subjek dalam penelitian ini adalah konsumen makanan kucing Whiskas di Daerah Istimewa Yogyakarta dengan jumlah sampel 207 responden. Metodologi Penelitian dengan teknik *purposive sampling* dengan *judgement sampling* dengan metode *Structural Equation Modelling* yang diolah menggunakan program AMOS 23.0.

Hasil penelitian ini menunjukkan bahwa citra merek, persepsi harga, distribusi, dan daya tarik iklan berpengaruh terhadap keputusan pembelian. Citra merek dan distribusi tidak berpengaruh terhadap kepuasan konsumen. Persepsi harga dan daya tarik iklan berpengaruh terhadap kepuasan konsumen. Keputusan pembelian mampu memediasi citra merek, persepsi harga, dan distribusi dengan kepuasan konsumen. Keputusan pembelian tidak dapat memediasi daya tarik iklan dengan kepuasan konsumen.

Kata kunci: Citra Merek, Persepsi Harga, Distribusi, Daya Tarik Iklan, Keputusan Pembelian, Kepuasan Kosnumen

ABSTRACT

This research study is to analysis of the effect of brand image, perceive price, distribution, and attractiveness of advertising on consumer satisfaction with purchase decision as mediator on cat food products of Whiskas. Subject in this study were the users of Whiskas in the Special Region of Yogyakarta with a sample size of 207 respondents. Research methodology with purposive sampling technique of judgement sampling with Structural Equation Modeling method that is processed using AMOS 23.0 program.

The result of this research shows that brand image, percieve price, distribution, and attractiveness of advertising have effect on purchase decision. Brand image and distribution have no effect on consumer satisfaction. Percieve price and attractiveness of advertising have effect on consumer satisfaction. Purchase decision able to mediate brand image, percieve price, and distribution. Purchae decision not able to mediate attractiveness of advertising against consumer satisfaction.

Keywords : Brand Image, Percieve Price, Distribution, Attractiveness of Advertising, Purchase Decision, Consumer Satisfaction